

The Impact of Relationship Marketing Dimensions on Brand Equity the Perspective of Customers of Guilan Insurance Companies (Considering the Role of Gender and Term of Service Use)

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Abstract Today, brand equity is a critical factor in creating competitive advantage and success for organizations. Relevant marketing is one of the important elements of brand equity. The purpose of this study was to investigate the effect of relational marketing dimensions (trust, bond, communication, shared values, empathy, interactions) on the eigenvalues the perspective of customers in Guilan province and considering the role of gender and duration of service use. Field methods were used to collect information on research variables. The statistical population of the study includes all insurance customers of Guilan province. Using Cochran formula, 382 individuals were calculated as the sample of the study. To ensure that 420 questionnaires including all insurance customers of Gilan province were distributed in Langrood, Rasht, Lahijan, Talesh. The questionnaire also included 43 questions extracted Danstein's (2015) article. After confirming the validity and reliability of the questionnaire, the statistical data of the research were analyzed using SPSS and pls software. The descriptive statistics of the study included the first part of demographic information including gender, age, level of education, length of service and type of customer insurance, and the second part consisted of 43 questions. The results indicate that the related marketing dimensions (trust, bond, communication, shared values, empathy and interactions) have a positive and significant effect on brand equity, as well as the gender of the link affects brand equity and duration of use. Cross-linking services, shared values and empathy have an impact on brand equity The bond variable has the highest mean of 4.489, relative to other variables.

Keywords: Brand Equity, Relationship Marketing, Trust, Linkage, Communication, Shared Values, Empathy, Relationships

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